



News Release

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CITY OF SLO SEEKS TO ELIMINATE TRAFFIC FATALITIES AND SERIOUS INJURIES BY 2030

City has already reduced deaths and serious injuries by 58 percent

The City of San Luis Obispo, which has already been successful in reducing traffic collisions by 58 percent in the past 15 years, has adopted a new policy supporting the goal of Vision Zero—aimed at eliminating all traffic-related fatalities and serious injuries by 2030.

The Vision Zero traffic initiative, adopted by the City Council Tuesday, Oct. 18, originated in Sweden and has since been embraced by communities worldwide. The initiative's philosophy holds that the loss of life is not an acceptable price to pay for mobility. It seeks to eliminate traffic fatalities by shifting the focus of causation from motorists to roadway design, enforcement and education.



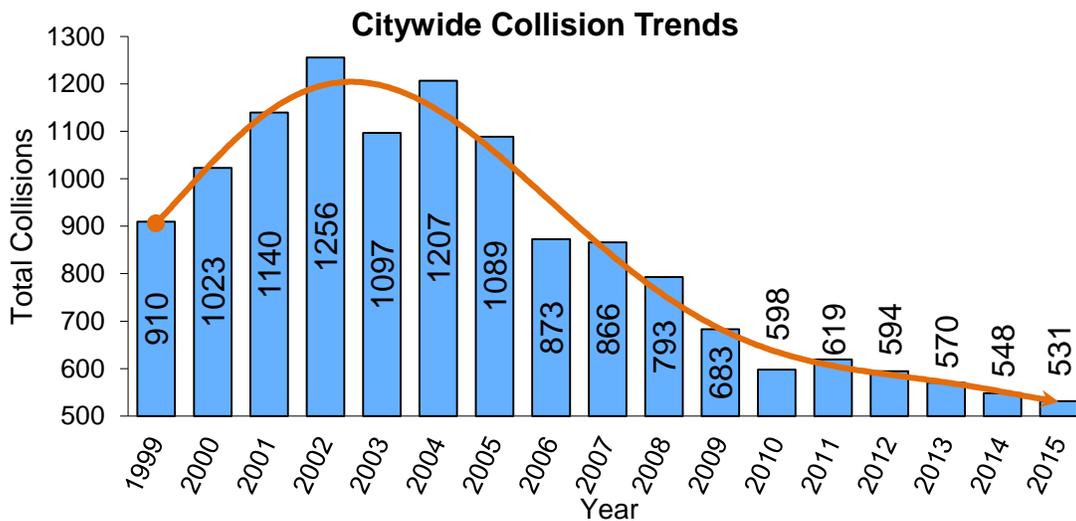
Traffic accidents are the leading cause of death for people aged 13 through 25 in the United States, according to the National Highway Traffic Safety Administration, and account for over 30,000 deaths a year. After Sweden adopted its Vision Zero policy in 1997, that country, and other European nations, reduced their traffic fatalities by 50 percent or more. In recent years, U.S. cities such as San Francisco, New York, Los Angeles and Santa Barbara have looked to mirror this success by adopting their own Vision Zero policies and action plans. Most recently, the U.S. Department of Transportation announced formation of a "Road to Zero" coalition with the goal of ending traffic-related fatalities nationwide in the next 30 years.

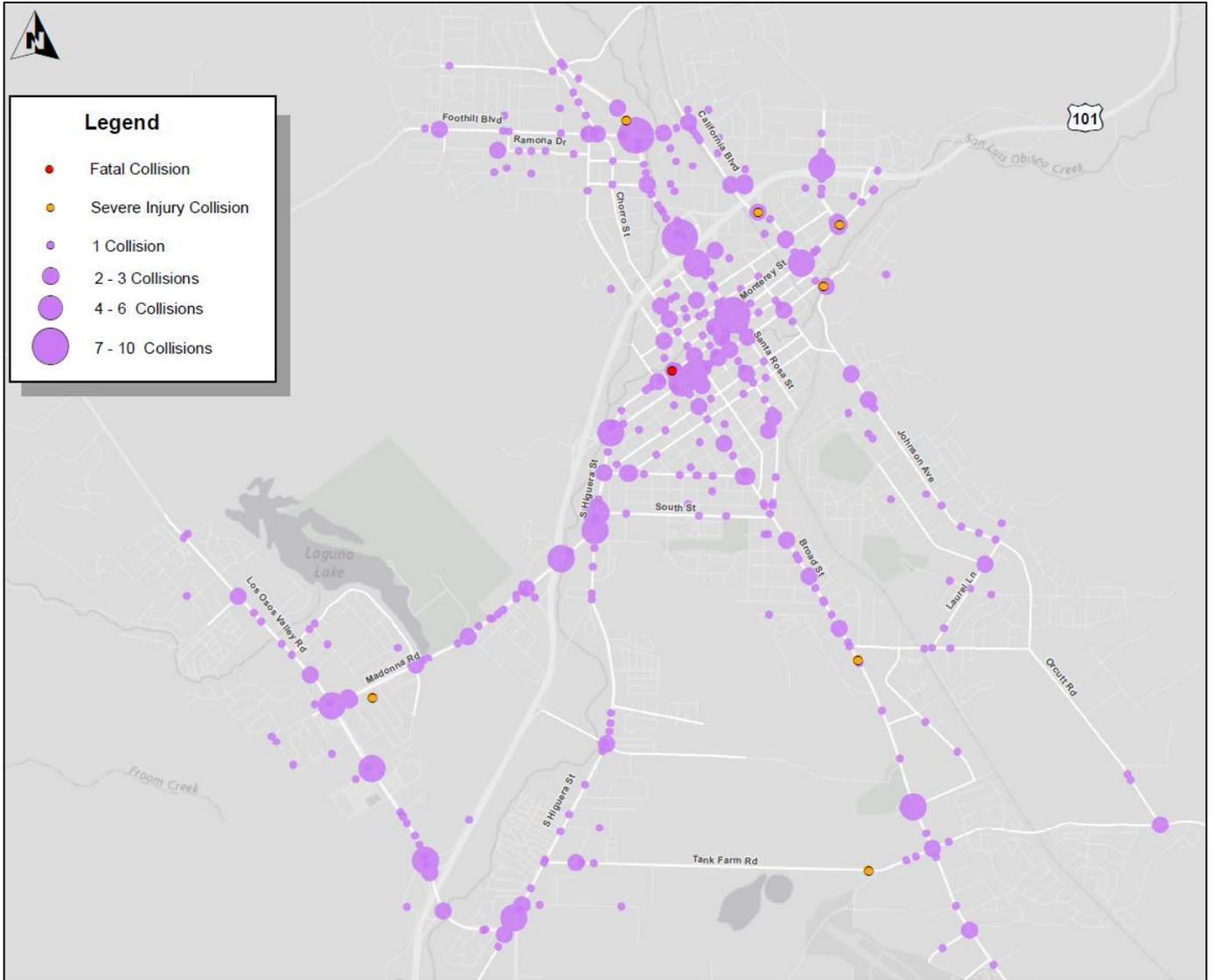
The City of San Luis Obispo has already been following the tenets of Vision Zero for over 15 years with its internationally recognized traffic safety program and partnerships between the City's Public Works and Police Departments. The intent of adopting the goal of Vision Zero as City policy is to formally articulate a measurable objective, and to memorialize and brand the City's already well demonstrated philosophy and methods to achieve this goal.



The City's Traffic Safety Report takes a holistic approach to traffic safety by annually reviewing all collisions at intersections and street segments in the city, identifying patterns and rates at high incident location for cars, bicycles and pedestrians. With that information, city staff develops specific actions and improvements at the locations with the highest collision rates. Those actions have included mitigations such as: signal improvements, traffic striping and signage upgrades, turn restrictions, visibility enhancements, the use of roundabouts, installing better defined bike lanes and adapting traffic signals to allow pedestrians more time to cross roads.

Since the City's program debuted in 2001, collisions have decreased despite increasing traffic volumes. The total number of collisions in 2015 were the lowest on record, down 58 percent (725 fewer collisions) since the program began. The adoption of a Vision Zero policy sets the bar even higher.





2015 Citywide Traffic Collision Locations

For more information on this program please contact Transportation Planner-Engineer, Luke Schwartz at lschwartz@slocity.org.

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